

MASS
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Affirma
Commonwealth

Market Program

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M/WBE TALK

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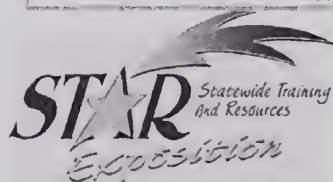
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The Women & Minorities In Construction Utilization Study

Is available
online at
www.mass.gov/amp

Upcoming Events

**AMP Business
Advisory Board
RFR Training for
AMP Vendors
January 2005**



Statewide Training
And Resource Exposition

DCU Center, Worcester, MA
May 3 & 4, 2005

Market your business to
state purchasers—Vendor Booths are
now available for purchase
Contact Donna Clemons
(617)-720-3387
Donna.Clemons@osd.state.ma.us
For more information.

The Director's Corner

The onset Fiscal Year 2005 has been full of activity. Our fiscal year kick off in September was a huge success attended by well over 200 folks representing state departments and the certified business community. In October we held our 6th AMP Vendor Procurement Training where over 40 vendors from all over the state participated. The workshop was held at the Mass. Emergency Management Agency in Framingham where our AMP Coordinators Fay Stewart and Tina Urato hosted our event. Here are some of the highlights this fall.

AMP FY05 Department Benchmarks

The AMP Benchmark Setting process has started. Participating state departments are submitting targets for fiscal spending with certified MBEs and WBEs.

FY04 Annual Report

We have tracked spending with certified vendors throughout the fiscal year and are in the process of collecting data and department contributions for our F04 Annual Report. The report should be available by next Spring.

AMP Business Advisory Board Initiatives

The AMP Board continues to expand on its initiatives assisting the Executive Director, Departments and minority and women businesses in successfully meeting the objectives of EO 390 and moving our agenda forward. To date, 23 protégés are participating in the board led *Business to Business Mentoring Program* for FY05. Through the Department Assistance Program board members will be meeting with department heads and coordinators with the goal of providing support and assistance. The Outreach Initiative team has formed a sub-committee where coordinators, M/WBEs and board members will be mapping out a strategy for marketing and educating all stakeholders and developing productive relationships that will aid in effectively implementing our fiscal year targets. Four new members will be added to our board for calendar year 2005. An announcement in our next newsletter will follow with all the information.

The Board and I look forward to working with all participating state entities and vendors this fiscal year with the ongoing goal to increase the participation of certified vendors in the state procurement process.



Monserrate Quinones
Executive Director

AMP Advisory Board - ParaTemps "Mentoring" Gets Results!

Marge Fauteux, President of ParaTemps in Springfield, went "ALL IN" on the chance to win a contract and do business with the state. She

mortgaged her house and invested the money in growing her business. She got involved with the AMP as a part of her plan to achieve success.

Fauteux was the Board's first mentoring protégé in October of 2003.

Marge Fauteux recently bid on a statewide contract to provide tempo-

(See "Paratemps" continued on page 4.)

FY05 AMP Kickoff: High Marks for Meet and Greet



Monsi Quinones, AMP Director talks to Shirley Young, President of Global Advanced Technology, Inc. at the AMP FY05 Kick Off "Meet the Vendor" Event

*"Determine that
the thing can and
shall be done,
and then we
shall find the
way."*

~ Abraham
Lincoln

On Tuesday, September 21st the AMP held its 5th Annual Fiscal Year Kick-Off Event at the Great Hall in the Statehouse. The highly energetic event was attended by well over 200 participants including representatives from executive branch agencies, state authorities, legislators, community leaders, and members of the minority and women-owned business community.

The agenda included motivational comments from State Purchasing Agent Philmore Anderson, AMP Executive Director Monserrate Quinones, Members of the AMP Advisory Board Janet Santa Anna, Indira Patel, Pat Vacca, Josie Haywood and Swapon Roy, AMP Coordinator Ription Rowe and MBE/WBE Shirley Young. However, the second half of this years' kickoff was quite different from years past.

The FY05 Kickoff meeting provided a twist on the program's highly successful "Meet the Vendor" series in which one or two M/WBE vendors has the opportunity to come in to an AMP meeting to highlight their company to the AMP Coordinators.

The popularity of the "Meet the Vendor" program resulted in a very long wait list to be the one or two vendors highlighted each month. With so many minority and women-owned businesses requesting to come in to the monthly AMP meetings, Executive Director Monserrate Quinones needed a way to give them each the face to face time with AMP Coordinators without taking up too much time. The September FY05 Kickoff meeting seemed to be just the forum that she was looking for. So, after a little marketing over the summer, which included emails, advertisements on SOWMBA's and the AMP Website, the word was out that networking would be the theme of the FY05 Annual Kickoff Meeting.

The 150 MBE and WBE vendors who attended the event were giving three minute intervals to meet and greet with AMP Coordinators and OSD Procurement Management Team Leaders and Directors representing 28 State Departments, and members of the AMP Business Advisory Board who were set up at twenty tables in the Great Hall. Ms. Quinones served as the official timekeeper to ensure that everyone had equal opportunity to network with the attendees. "This has never been tried before, and for an experiment, I think it turned out great!" commented Ms. Quinones at the conclusion of the two hour meeting.

Response from the vendor community has been equally encouraging, resulting in the possibility of similar such meet and greet events in the AMP's future.

AMP Vendors-Innovative Supporters of EPP

OSD's statewide contracts have contractors that not only participate in the AMP as SOMWBA certified Minority or Women-Owned Businesses (M/WBEs), but, have a strong EPP component. New England Office Supply (NEOS) is a good example of this. As a partner

in the State's Recycling Initiative for over 8 years, NEOS actively supports the EPP Fair both as a sponsor and exhibitor. They also have in place several extensive programs within their facility that makes this possible. In 2001, NEOS received an award from the

EPP for their work with "At A Glance" initiative. Their goal was to encourage the manufacturing of more recycled calendars, which in turn would add to their commercial offering. NEOS was successful in this endeavor, in part due to their persis-

(AMP/EPPContinued on page 3)



Loretta DeGrazia, President
East Coast Petroleum



DSS AMP Partnerships in Action - by Bob Guinto, DSS

The Department of Social Services (DSS) in partnership with East Coast Petroleum released a mailing to the nonprofit's DSS does business with. The initiative was done in order to help the nonprofits better deal with raising oil prices and inform them of the benefits to using the Statewide Contracts. In addition, the women-owned business provided an opportunity for the nonprofits towards improving their Affirmative Market Program goals and options. This opportunity came about through the ongoing efforts of the Operational Services Division's efforts to have state purchasing folks and or AMP Coordinators and state contract MBE's and WBE's meet.



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<https://archive.org/details/mwbetalk8220affi>

(AMP/EPP Continued from page 2)
tence, and in part due to the sizeable purchasing power of the Commonwealth.

As a contractor on the statewide Office Supply contract, NEOS has a very strong recycling initiative. Pat Vacca, corporate accounts manager, explains, "Common perception is that recycled products are more expensive but we are able to offer recycled products at a more competitive price than traditional office suppliers. This is due to the fact that we purchase our products directly from the manufacturers, and that our contract is a cost plus contract. Thanks to our partnership with the Commonwealth we have been able to accomplish such great things."

Lasertone's Green Programs

Another AMP participant on an OSD statewide contract, Lasertone, recovers over 70% of all toner cartridges that they sell – an admirable return rate by industry standards. Lasertone brand cartridges are packaged in boxes, which contain 35% post consumer recycled content. Their styrofoam inserts that are returned with empty cartridges are reused until chipped, or discolored. Today they keep over 200 tons of plastic out of the landfills annually, and recycle internal materials such as toner, paper, metal, cardboard and other raw materials. They consistently rank as one of the area's Top Recycling Companies in Massachusetts. They consult with the Director of the Rochester Institute of Technology Remanufacturing Center – the world-renowned center focused on reuse and recycling across a broad range of

AMP Success Story - CAM Office Services

- by Corinne Mandrafino, President

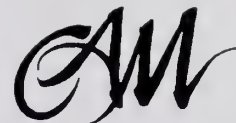
CAM Office Services specializes in providing image supply consumables and MURATEC multifunction equipment to Commonwealth contract buyers. As an industry specialist providing a diverse product offering of brand name, private label and remanufactured supplies, CAM's wide product range supports our customers to streamline the procurement process while saving money with cost effective alternative brands. Our customers will tell you that CAM provides a personal level of customer service that is hard to find in this competitive and fast paced industry.

At the inception of our business in 1989 a decision was made to apply for SOMWBA certification. That decision was vital to the success of our company and remains an intricate part of our business plan. Starting a business is a daunting task and SOMWBA was instrumental in providing much needed support and resources which eventually led us to participate in the state contracting system. To date, CAM has received awards for ten OSD contracts with current participation in OFF02-copier supplies; OFF09-facsimile equipment, and OFF10-digital duplicator supplies.

Looking back, a pivotal point in our business was the development of the AMP, an objective of Executive Order 390. This Affirmative Market Program stipulated large corporate bidders such as IKON and Xerox to foster relationships with SOMWBA certified companies. As a direct result of this initiative, CAM has developed partnerships with IKON, MURATEC, Toshiba & Xerox and we look forward to potentially enhancing our AMP relationships with the upcoming OFF16 contract bid. The development of these partnerships was not without its problems but due to the dedication and hard work of our partners, Monsi Quinones, Bob Guerard and the PMT members; the AMP concept was realized. It has made our business stronger and provided us with the leverage to develop relationships with class one manufacturers and become more competitive in the contract bidding process.

I would like to thank all those who have supported us along the way and encourage M/WBE's to take advantage of the strong support that SOMWBA certification has to offer.

industries. According to Arlene Harty, National Accounts Manager, "We will continue our recycling initiatives as we investigate other supplies and machine parts for remanufacturing suitability. Like the Commonwealth of Massachusetts, Lasertone is an environmentally conscious organization that takes an extremely proactive stance on environmental responsibility."



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"My philosophy is that not only are you responsible for your life, but doing the best at this moment puts you in the best place for the next moment."

~ Oprah Winfrey



SOMWBA certified businesses networked with State Department AMP Coordinators and PMT Leaders in the State House Great Hall of Flags at the FY05 AMP Kick Off "Meet the Vendor" Event.

AMP Advisory Board Letter *(Continued from page 1.)*



John Panagopolulos, MTA and Catilin Tobin, EOTC share one of the 20 tables set up for networking at the AMP FY05 Kick Off "Meet the Vendor" Event



Over 100 SOWMBA certified companies took advantage of the unique opportunity to meet and network with key State Department AMP Coordinators in the State House Great Hall of Flags at this year's AMP FY05 Kick Off Meeting.



Marge Fauteux, President of Paratemps and first AMP Advisory Board mentoring protégé.

(Paratemps, continued from page 1.)

rary help services in the Springfield area. Patricia Vacca (New England Office Supply), a member of the AMP Business Advisory Board who heads up the mentoring program has a great deal of experience preparing successful bids to the Commonwealth. Pat served as a valuable resource in assisting Marge both before and during the bidding process.

Good News! Marge was informed that she was awarded the contract in zone 5 effective 10/1/04. After she received news of her award, she took the next step. She got in touch with Janet Santa Anna, another AMP Business Advisory Board member, to strategize about how to market her services to eligible state entities. Janet Santa Anna is President of The Resource Connection and was also awarded this contract in zones 2, 3 and 4. Janet was happy to share some of the techniques she used to qualify what agencies use temporary help and best practices for approaching them. Marge was grateful for the advice and has begun to actively market her services in zone 5.

If you are a SOMWBA Certified Business and would like to be a protégé in the AMP Advisory Board's Mentoring Initiative, please visit the AMP Website at www.mass.gov/amp or contact AMP@OSD.state.ma.us for a Mentoring Initiative Referral Form.

Up Up and Away! Balloon City of Boston now SOMWBA certified!

Christine Yannetty Bernstein would like to announce that Balloon City of Boston, Inc. is newly SOMWBA certified as a minority business enterprise and invites all to visit her business on the web at www.ballooncycityboston.com. Many of you who attended the AMP Kick Off back in September may have had the opportunity to meet and greet Christine who distributed business cards. If you have a special event coming up, Balloon City of Boston, Inc. may be just what you need. Do check out the website!

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